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USSR Report

CONSUMER GOODS AND DOMESTIC TRADE

No. 38

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CONTENTS

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

Trade Minister Elaborates on Trade Sector Decree (A. Struyev; SOVETSKAYA TORGOVLYA, May 82).....	1
Further Discussion of 14 January Decree on Consumer Goods (N. Belik; SOVETSKAYA POTREBITEL'SKAYA KOOPERATSIYA, No 4, 1982).....	13
Armenian SSR Council of Ministers Resolves To Improve Product Storage Conditions (KOMMUNIST, 8 May 82).....	20
Retail Commodity Turnover Statistics for First Quarter of 1982 (Yu. Gryzanov; SOVETSKAYA TORGOVLYA, 22 Apr 82).....	23
Year's Tasks for Meat Industry Reviewed (Editorial; MYASNAYA INDUSTRIYA SSSR, Mar 82).....	26
Improvement in Skin, Hide Work in Ukraine (M. Volodymyrov; SIL'S'KI VISTI, 11 Mar 82)	31
Integrated Processes in Production, Processing of Vegetables (N. Kuzubov; EKONOMIKA SOVETSKOY UKRAINY, Feb 82)	33

HOUSING AND PERSONAL SERVICES

Progres in Tyumen' Housing, Infrastructure Highlighted (SOVETSKAYA TORGOVLYA, 16 Mar 82; 1 Apr 82)	41
Gas Workers' Subsidiary Farms, V. Zhilyakova Trade-Union Committee Promotes Development, by A. Morozov	

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

TRADE MINISTER ELABORATES ON TRADE SECTOR DECREE

Moscow SOVETSKAYA TORGOVLYA in Russian No 5, May 82 pp 2-7

[Article by A. Struyev, USSR minister of trade: "Perfect the Trade Mechanism and Improve Customer Service"]

[Excerpt] "Taking up the decisions of the 26th party congress as something of their own and vital to them, the Soviet people are marching forward with firm confidence in their capabilities and with a clear understanding of both the complexity and also the greatness of the tasks which are to be performed." (L. I. Brezhnev, excerpt from an address delivered at the 17th Congress of USSR Trade Unions)

The second year of the 11th Five-Year Plan is under way. Having approved the decisions of the November (1981) Plenum of the CPSU Central Committee, the Soviet people perceives the principles and tasks contained in the speech by Comrade L. I. Brezhnev as fundamental to successful performance of the program of the country's economic and social development outlined by the 26th party congress.

The new 5-year plan has specified the means of performing the main task, which consists of ensuring a further rise of the prosperity of the Soviet people on the basis of stable gradual development of the economy, acceleration of scientific-technical progress and conversion of the economy to the intensive pattern of development, more optimal use of the country's productive potential, all-out conservation of all types of resources and improvement of the quality of work. The real prerequisites have been realized for the further development of trade. It is manifested in a growth of retail sales, which in 1985 will reach 345 billion rubles.

Trade faces new tasks on an ever larger scale in steadily raising the prosperity of the people, tasks which need to be performed with high vigor and exactingness. "There is no job more important or noble than satisfying the most vital needs of the people," Comrade L. I. Brezhnev emphasized at the plenum of the CPSU Central Committee.

Guided by the decisions of the 26th party congress, the CPSU Central Committee and USSR Council of Ministers adopted a decree entitled "On Measures To Further Develop Trade and Improve Trade Services to the Public in the 11th Five-Year Plan," which is a specific program of action for the work force of the sector in the current 5-year period.

One of the central tasks set by the CPSU Central Committee and the government for all workers in trade is to ensure effective development and optimal and economical use of material, financial and labor resources.

The decree specifies the ways, forms and methods whereby local party, Soviet and economic organs will participate in improving trade and service to the public. Specific assignments were outlined for further development of the physical and technical facilities of retail and wholesale trade and food service enterprises. Particular attention was paid to the need to improve customer service.

Results for 1981, Tasks for the 5-Year Plan

The state plan of retail sales for 1981 was fulfilled ahead of schedule--on 25 December. The plan for retail sales was exceeded by 5.3 billion rubles. By comparison with 1980 sales increased 11.8 billion rubles, or 4.4 percent (in comparable prices). All the union republics fulfilled the retail sales plans assigned them. Only UkSSR and TuSSR failed to fulfill an additional assignment.

Food sales in the past year rose 3.2 percent (in actual prices). Sales of the principal goods of light industry increased 6.4 percent over 1980, and sales of durable consumer goods and housewares 9.6 percent.

Turnover in the food service industry in 1981 increased 3.5 percent and amounted to about 25 billion rubles; the output of its own products increased 4.4 percent and reached 16.9 billion rubles, while the principal growth of its own output (76 percent) was achieved by raising labor productivity. All the union republics fulfilled the plan for sales and output of the industry's own products.

At the same time the CPSU Central Committee and USSR Council of Ministers noted that the level attained in development of trade and the quality of trade services are still lagging behind the growing requirements of the population and present-day requirements set for our sector.

Trade organizations are still not exerting sufficient influence on the shaping of plans for production of consumer goods, nor are they showing sufficient persistence in having planning made rigidly dependent upon trade, upon the consumer, and not infrequently they are reconciling themselves to a reduction of the output of goods needed by the public and to violations of state discipline in performance of contract obligations concerning delivery of those goods. Errors and oversights are committed in determining the needs for certain articles, there are interruptions in the sale of goods which are available at depots and warehouses, shortcomings are not being corrected promptly

in the distribution and use of commodity resources, in the responsive handling of those resources, and in the organization of the work of trade enterprises to serve the public.

The instructions of the party and government on introducing firm procedure in adherence to the rules of trade, in eradicating mismanagement, losses and other adverse phenomena are being carried out slowly in certain republics, krays and oblasts. Serious mistakes are being made in the selection, training and education of personnel.

Very important tasks have been assigned to trade for 1982 in fulfilling the plan for trade turnover, which has been set at the amount of 300 billion rubles.

If these tasks are to be performed successfully, work with industry will have to be invigorated in the fulfillment of the plans assigned for production and delivery of goods to the market, in seeking out additional commodity resources, and in making broader use of local resources. It is also necessary to guarantee everywhere full preservation and optimum use of food and nonfood resources, their proper distribution among oblasts, cities and rayons and trade organizations, and reduction of above-allowance inventories of goods which are not selling.

These tasks are urgent over the entire 5-year period, since its plans have envisaged a larger growth of retail sales than in any previous 5-year period--76.4 billion rubles (in current prices) and a substantial per capita increase (23.4 percent). The turnover of the food service industry in the 5-year period is to increase to 28.8 billion rubles (a growth of 19.9 percent), and the volume of output of its own products is to increase to 19.7 billion rubles, or 21.6 percent.

These high targets are to be achieved with limited capital investments and labor resources as compared to previous periods. There is, then, only one way of successfully fulfilling the tasks that have been set--intensive development of the sector. It is indispensable to increase the efficiency and quality of the work of entities for the management of trade at all levels, to radically improve commercial and economic operations, to make better use of existing material and technical facilities, capital investments and all types of resources.

Astute Management of Commodity Resources

Work with commodity resources needs to be improved first of all.

It is the task of trade organizations to achieve prompt delivery of all goods by industry in accordance with the stocks allocated, to distribute them in an economically sound manner over the regions of the country, to divert and transfer them responsibly, to seek out additional commodity resources, above all by virtue of local capabilities, and to use them thriftily and economically.

In the current 5-year period resources of food commodities will increase 24 percent. Trade organizations and enterprises can provide a substantial addition to those resources. For instance, the organization of operations to fatten hogs with food scraps is one of the sources of supply of products of animal husbandry for the public. In 1981 subsidiary farms of state trade produced 108,200 tons of pork (live weight), or 9 percent more than in 1980. Hogs were fattened most energetically on the subsidiary farms of the trade ministries of RSFSR, the Ukraine and Uzbekistan, worker supply administrations of USSR Ministry of Heavy and Transport Machinebuilding and Ministry of Ferrous Metallurgy, and the Ministry of Petroleum Industry. Farms of RSFSR Ministry of Trade are annually producing more than 50,000 tons and the UkSSR Ministry of Trade 20,000 tons of pork. But possibilities for increasing the production of pork with food scraps by the trade ministries of the union republics are not being fully utilized at present.

Increasing the production of fish in internal waters and the production of canned fruits and vegetables by enterprises of kolkhozes, sovkhozes and other farms are another important additional source.

And yet another question arising out of the decree adopted this January by the CPSU Central Committee and USSR Council of Ministers related to the food program. Both at the center and at the local level greater pressure needs to be exerted on industry to increase its output of packaged foodstuffs. This is important both to raising labor productivity in trade and the level of service to the public, as well as for optimum expenditure of commodity resources.

As checks have shown, there are still frequent cases of a wasteful attitude toward bread, shortcomings occur in the organization of its sale, and sometimes bread and baked goods of low quality are produced. Trade organizations and state trade inspectorates must be more exacting toward the enterprises of the breadbaking industry and must see that more bread is produced for sale by weight in small amounts and that only high-quality bread products are produced.

Today the food service industry processes 39 percent of the total volume of sales of meat and poultry, 20 percent of the fish, 25 percent of the flour and 23 percent of the potatoes. That is why introduction of the optimum portion so as to take into account the demand of the public will contribute to more economical use of food resources.

Resources of nonfood commodities will increase 32 percent over the 5-year period, including a 20.6-percent increase for commodities of light industry and 44.5 percent for durable consumer goods and housewares.

Principal attention should be concentrated on organizing a joint effort with the appropriate industrial ministries to fulfill terms for the production of goods in the volume and mix indicated by decrees of the CPSU Central Committee and USSR Council of Ministers on increasing the production of goods which are necessities and goods for which there is a large demand.

In 1981 enterprises of USSR Minlegprom [Ministry of Light Industry] increased the production of certain goods necessary to the public. But a number of

ministries of local industry did not fulfill assignments for delivery of goods which are necessities, and republic trade ministries did not show sufficient persistence in fulfilling them. In certain union republics there was even a reduction in the production of certain goods.

We will examine some of the problems which pertain to all groups of commodities.

One of them is distribution of goods among the country's regions. The problem is that under the present procedure market stocks in some union republics are distributed only by the gosplan, while in others (and they are a majority) by both the gosplan and the trade ministry, and still others, in UkSSR, for example, only by the trade ministry. This breakdown of the function of planning market stocks does not afford the possibility of economically sound planning of the mix of commodity resources.

Another problem is that centralized planning of sales and market stocks by trade systems does not guarantee the proper balance between sales and commodity resources and personal income, nor does it allow goods to be diverted and transferred quickly and responsively. For instance, in Namanganskaya Oblast of UzSSR stocks of leather footwear in organizations of state trade were 15 days below the allowance in the fourth quarter of 1981, while in consumer cooperatives they exceeded the allowance by 56 trading days. In Karakalpakskaya ASSR, by contrast, stocks of footwear in state trade exceeded the allowance, while in the cooperatives there was a shortage of them. It would be simpler to redistribute these stocks locally, but the planning procedure in effect requires that they be returned to the republic centers of the trade systems. This results in lengthy interdepartmental correspondence, and in the interval the goods become old and are transferred to the category of goods which are not selling.

The CPSU Central Committee and USSR Council of Ministers committed ministries and departments to improve regional planning in the decree they adopted on 12 July 1979 concerning improvement of the economic mechanism. Hardly anything has been done as yet in our sector along those lines. This issue needs to be settled in the republics; that is their right.

Substantial improvement of the work of wholesale organizations and of their commercial activity in particular requires the fixed attention both of trade ministries of the union republics and also of USSR Mintorg [Ministry of Trade].

Wholesale enterprises can effectively perform their functions of interrupted and smooth supply of stores only if they possess adequate stocks of goods. That is why it is necessary to overcome the tendency toward ever greater concentration of stocks in retail trade. In 1970 25 percent of all the commodity stocks of trade were in wholesale trade and industry, and in 1980 their share dropped to 19 percent. Under these conditions wholesale trade is unable to divert goods, to take the measures necessary to prevent interruptions in their sale.

The decree already indicated, which takes into account the need to concentrate commodity stocks at the wholesale level, increased by an average of 10 days for the entire country the size of inventories allowed wholesale organizations handling durable consumer goods, housewares and accessories. This increase will be differentiated by republics.

Republic trade ministries must also take advantage of the right now extended by councils of ministers of the union republics to redistribute allowances of commodity stocks between organizations in retail and wholesale trade in order to concentrate the bulk of inventories at the wholesale level. This will make it possible to improve the sorting out of the assortment of products for retail trade.

Further improvement is needed in the conclusion of contracts between wholesale depots and retail organizations. The contracts should state specifically the assortment of goods to be delivered and the shipment dates. The experience of progressive wholesale trade enterprises in RSFSR, the Ukraine, Belorussia and a number of other republics where systems are being introduced to guarantee smooth supply of retail organizations (KSORT, "Ritm"), shows that even purely organizational measures make it possible to substantially improve the efficiency of operation of wholesale depots, warehouses and transportation and the regularity of delivery of goods to stores.

In order to enhance the responsibility of wholesale depots for uninterrupted supply of goods to stores a decision has been made to make the formation of incentive funds and payment of bonuses to personnel at the wholesale level more dependent on fulfillment of contracts. Beginning on 1 July of this year the activity of wholesale depots will be evaluated so as to take into account fulfillment of contracts for delivery of goods to retail trade.

Wholesale organizations should for their part tighten up its demands on industry with respect to fulfillment of contracts and refuse to accept goods which do not suit the demand of the public and which have not been ordered and which thereafter sit in the stores. It is only a lack of scrupulous exactingness toward industry that explain why for a number of years commodity inventories have exceeded the allowance in UzSSR, GSSR and AzSSR.

The trade ministries of union republics also need to pay closer attention to proper location of commodity inventories among oblasts and trade organizations and direct wholesale depots toward rendering services to retail organizations in the prompt sale of superfluous goods.

As in the past, one of the decisive conditions determining the state of the commodity market is the study and forecasting of demand. The decree of the CPSU Central Committee and USSR Council of Ministers entitled "On Measures To Further Develop Trade and Improve Trade Services to the Public in the 11th Five-Year Plan" makes improvement of that work an obligation. There is above all a need for further strengthening of services to study demand at all levels and close linkage of commercial activity to the results of the study and forecasting of demand.

Delivery to trade of substandard goods adversely affects satisfaction of public demand. In the course of the past year almost 9 percent of the fabrics and leather footwear inspected in spot checks for quality, 7.5 percent of the garments and 4 percent of the knitted goods were downgraded by wholesale organizations and returned for correction. At certain enterprises the rate of rejects was considerably higher. The trade ministers of union republics and their wholesale and retail organizations must display more persistence and conscientiousness in defending the consumer's interest. Every channel by which substandard goods reach the trade sector must be closed.

In the decree mentioned above the CPSU Central Committee and USSR Council of Ministers have once again brought closer attention to bear on the need for a determined campaign against violations of the rules of trade and various types of abuses. Intolerable occurrences of this kind need to be resolutely prevented and corrected.

Trade is a sector which is constantly before the public eye and touches people's vital interests. Complaints and proposals made by individuals are to a considerable extent a barometer of the state of affairs in trade. That is why they need to be promptly summarized and analyzed and then the reasons giving rise to customer dissatisfaction corrected. On the basis of an analysis of customer complaints USSR Mintorg has drafted specific measures to resolve a number of the most acute problems so as to take into account the advanced experience of certain cities and republics. But this is not enough: energetic organizational work is needed on the part of mintorg's of the union republics and their local agencies to carry out these measures.

Particular Concern for Food Service

Development of the food service industry has very great importance in performing the socioeconomic tasks of the 11th Five-Year Plan. Its services are used by more than 107 million persons.

The CPSU Central Committee and USSR Council of Ministers have imposed the obligation of achieving in the current 5-year period faster growth rates of the food service industry (by comparison with the trade in foodstuffs) and enhancement of its role in meeting the needs of the public. In the 1981-1985 period the capacity of food service enterprises will increase by 3.3 million.

Exceptionally great importance is attributed to organizing hot meal service to workers, kolkhoz members, employees and students at the place where they work and study. By 1985 the size of the food service network is to be brought up to the standard relative to population at enterprises of most ministries. But in USSR Minsel'khoz [Ministry of Agriculture], USSR Minsvyaz' [Ministry of Communications], and USSR Minsel'stroy [Ministry of Rural Construction] it will be only 53-75 percent of the standard. That is why the mintorg's of the union republics must do everything to increase seating capacity of dining rooms at enterprises of these ministries.

In a number of union republics the network of base enterprises to supply school dining halls is developing slowly. For example, in TaSSR there is not

a single such enterprise, and the assignment given for their construction in 1981 was not fulfilled. Measures are not being taken to open these enterprises in ArSSR, AzSSR and KaSSR. This shortcoming has to be overcome in a very short period of time.

More strenuous plans for development of the network of dietetic food service establishments also need to be established jointly with health service agencies and trade union organizations at the local level; an endeavor needs to be made so that dietetic food service is organized at every plant, factory and educational institution.

The network of food stores and divisions in the workplace needs to be developed to improve the supply of foodstuffs to the public. At the present time there are 7,300 such stores and divisions on the grounds of production enterprises. But this is not enough. At the same time certain trade ministries of union republics are paying little attention to this question.

In the 1982-1985 period trade ministries of the union republics were given assignments for the first time to open about 8,000 food stores and divisions on the grounds of factories, plants, combines, construction sites, in transportation and in educational institutions. These are the minimal figures. The agencies for managing the trade sector must do the appropriate organizational work with industrial ministries so that these assignments are not merely fulfilled, but indeed overfulfilled.

One of the most important tasks of the 11th Five-Year Plan is the conversion to industrial technology in food preparation. This line in development of the food service industry was defined by the decree of the CPSU Central Committee and USSR Council of Ministers as a general line. Meeting this requirement means exerting greater local pressure on the food branches of industry to increase the output of intermediate products and to increase capacities for that purpose, to raise the efficiency of utilization of capacities of their own procurement enterprises, and finally, to issue appropriate assignments for construction of new procurement enterprises and for reconstruction of existing ones.

The decree especially emphasized the need to improve the quality of service to customers of all food service enterprises, especially restaurants and cafes.

Many justified complaints have been made concerning shortcomings in trade services offered to passengers. These questions have been a topic discussed in the ministry's collegium. But complete success has not yet been achieved in correcting shortcomings in this important matter. The decree of the party and government envisaged specific measures to improve trade services to passengers. It is our duty--jointly with the interested ministries, departments and organizations--to carry out the measures outlined in the shortest time and to achieve a radical improvement of trade services to passengers.

Comprehensive Optimization as the Basis of the Organizational Effort

The decree of the CPSU Central Committee and USSR Council of Ministers evaluated for the first time comprehensive optimization, which is an important process in improving state trade and which must be at the heart of the entire organizational effort to improve trade services to the public.

Over the last 2 years comprehensive optimization has encompassed a sizable portion of regions to one degree or another as the result of dissemination of the experience of Chernigovskaya and Penzenskaya Oblasts. Plans for comprehensive optimization have now been drafted in nearly 60 oblasts, krays and autonomous republics of RSFSR, in oblasts of the Ukraine, Belorussia, and Kazakhstan, and in cities of Lithuania and a number of other union republics.

Last year a specific order was issued by USSR Mintorg containing detailed recommendations, and quite a few normative documents were drafted on how this effort is to be organized.

Comprehensive optimization orients the sector toward performing the important task of intensifying trade activity as a whole. All types of assignments which a given region has been given for development and improvement of the physical and technical capability of trade and the food service industry, for reconstruction of projects, for introduction of up-to-date technology and the corresponding pieces of equipment, for scientific management, and so on, should be brought together in comprehensive optimization programs on a project-by-project basis and correlating deadlines and financial and other resources.

The decree of the party and government has accorded comprehensive optimization plans the legal status of intersector regional programs. This means that from now on branches of industry supplying goods and also transportation, construction and other organizations--in short, all those participating in the movement of goods and in creating trade's material and technical capability--must participate along with trade in these programs. Moreover, it has been provided for the first time that funds allocated even to other industrial enterprises and construction projects located in a region to improve trade services to the workers are to be concentrated in them, which means that they will be used more purposefully. The reference here is to material assistance and patronage in construction and reconstruction of trade facilities, in mechanizing heavy and laborious operations, and so on.

In 1982 scientific research institutes and project planning and process engineering institutions should be enlisted in drafting detailed comprehensive optimization programs where this has not yet been done. In these programs and those already drafted which have not yet sufficiently taken into account the participation of enterprises of other sectors located in the region, their obligations should be defined supplementally. The mintorg's of the union republics must in turn issue assignments for oblasts, krays, ASSR's and cities together with the industrial sector at the republic level.

Constant monitoring of progress in carrying out comprehensive optimization programs needs to be set up. In order to strengthen the management of comprehensive optimization proposals should be submitted to the councils of ministers of republics and to oblast (kray) and city ispolkoms on setting up respective coordinating councils consisting of directors of enterprises, organizations, ministries and departments. An analogous body is needed at the union level as well. Thus comprehensive optimization is becoming a work program for regional agencies. This is not simply an initiative or progressive know-how, but a mandatory form of managing the organization of trade, capital investments, and so on.

It is up to the staff of USSR Mintorg to reorganize its own effort in order to ensure continuity of management of the process of comprehensive optimization in the country. Scientific research institutes and coordinating councils for comprehensive optimization should draft normative materials.

One of the main directions in comprehensive optimization programs should be step-by-step respecialization of the present trade network so as to take into account the new nomenclature of store types. This will make it possible to improve the composition of the network and to furnish a higher level of organization of services and increase the sale of goods at the same locations.

Specific measures should also be envisaged to substantially increase the number of stores of the Universam [self-service department store] type not only through new construction, but also through reconstruction of existing stores. The relative share of industrial goods for which there is an everyday demand in the Universam should be increased to 10 percent.

These same programs should on the basis of reconstruction provide for an increase in the share of growth of stores of children's goods so that by the end of the 5-year period the sale of most of these goods is concentrated in the specialized network, and the rest in large shopping palaces (dom trgovli), department stores and Universams.

Comprehensive optimization programs should include assignments for development of commission trade in nonfood commodities. In certain union republics (ArSSR, TuSSR, UzSSR, TaSSR and AzSSR) this type of trade has developed little as yet.

Particular attention should be paid to development and improvement of self-service. In this connection measures should be taken specifically and facility by facility to ensure not only quantitative growth of the number of stores using this method of sale, but also achievement of the full benefit which self-service implies. That means organizing unified checkout facilities in nonfood stores, applying the linear system in laying out equipment, centralizing the packaging of goods in trade, more extensive use of direct sale from shipping containers used as display stands, and so on.

The USSR Ministry of Trade, attributing great importance to the development of the sale of foodstuffs on the basis of prior customer orders, is issuing an assignment for the growth of the number of stations for receiving such orders

at industrial enterprises and construction sites. An analysis should be made of experience in receiving orders and distributing commodity resources, the release of certain goods should be regulated, their unwise consumption should be eliminated, and above all "by the load" in standard selections of foods.

Particular attention should be paid not merely to the use of containers which can be set up as display stands, which still is not uncommonly used instead of shelves and display cases, but unfailingly to introduction of the complete technology for commodity supply, including delivery of the commodity in containers from the supplier to the salesroom. This effort should be made not only in the 16 regions in which the target program is to be carried out, but also in other cities where containers need to be concentrated only in stores converted to the new technology of commodity supply.

Specific measures guaranteeing unrestricted collection of glass containers from the public by all stores handling goods in such containers and by all receiving points must be worked out and reflected in comprehensive optimization programs. Trade ministers and trade administration heads must solve these problems with local soviets of people's deputies and the region's industrial enterprises.

Every year the administrative structure of trade and optimum delineation of functions of the various managerial entities is exerting an ever more decisive impact on the quality of service to the public. But so far master charts of the administration of trade have not been approved in R3FSR, GSSR, MSSR, KiSSR and TuSSR. At the same time the basic delineation of the spheres of activity of the trade system has for all practical purposes been outlined in the master charts already approved only in UkSSR and BSSR.

The master charts need to be sent to all republic ministries in accordance with the recommendations they contain. Scientific establishments within the sector must work out objective criteria for evaluating the effectiveness of the particular form of management.

The decree of the CPSU Central Committee and USSR Council of Ministers has defined a set of measures to develop and improve technical supply to trade. These measures must be tied to specific projects in comprehensive optimization programs. Attention should be concentrated above all on reconstruction and retooling of existing enterprises. At least 40 percent of the capital investments allocated should be committed to this. Trade organizations have been granted permission to use for these purposes funds earmarked for major repairs as well. That is why the program should in advance link the source of financing to specific projects and types of work.

There has to be a radical change in the attitude toward planning and use of the 5-percent deduction from capital investments allocated for housing construction. After all, this is an important source of funds to develop the network of stores and food service enterprises. However, in 1981 only 34 percent of these funds resulted in completed facilities, and in MSSR, KaSSR and GSSR the figure was slightly more than 50 percent.

The decree spells out the supplemental opportunities afforded to trade in order to guarantee authentic monitoring of the use of the 5-percent deductions. The trade ministries of union republics must take an active part in drafting summary plans for their use and must see that these funds are specifically assigned to projects in optimalization plans. It is high time that the good experience in using the 5-percent deductions in UzSSR and ArSSR was not only summarized, but introduced everywhere.

By the end of the 5-year period use of the credits of USSR Stroybank and USSR Gosbank for construction, reconstruction and expansion of trade facilities should be scheduled, so that this new possibility is taken advantage of to the fullest.

There is a need for a different approach to distribution of pieces of equipment, which should not be distributed piecemeal, but in sets, which will make it possible to obtain the greatest benefit. All of this should be reflected in comprehensive optimalization programs.

It is very important in solving this problem to draft and carry out a comprehensive program for reduction of the use of manual labor by introducing a progressive system for movement of commodities, including extensive use of containers which can be set up as display stands in the process of delivering and selling goods.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

FURTHER DISCUSSION OF 14 JANUARY DECREE ON CONSUMER GOODS

Moscow SOVETSKAYA POTREBITEL'SKAYA KOOPERATSIYA in Russian No 4, 1982, pp 8-11

[Article by N. Belik, candidate of economic sciences: "New Tasks for Trade"]

[Excerpts] In implementing the economic strategy of the party outlined by the 26th CPSU Congress for the Eighties, whose highest goal is a steady upsurge in the material and cultural level of the life of the people and the creation of the most favorable conditions for the development of the individual, an important role is being played by Soviet trade.

As comrade L.I. Brezhnev noted at the CPSU Central Committee November (1981) Plenum, the growing interconnection between economic and social progress, typical for a developed socialist society, determines the leading place of the social program in our plans. The CPSU Central Committee and USSR Council of Ministers decree of 14 January 1982 "On Measures for Further Developing Trade and Improving Consumer Trade Services During the 11th Five-Year Plan" is aimed at the realization of this program and of the decisions of the 26th CPSU Congress. This document substantially supplements and develops decisions made on questions of trade in previous years.

It is pointed out in the CPSU Central Committee and USSR Council of Ministers decree that the level achieved in the development of trade and the quality of trade services still lags behind growing consumer requirements and the present demands being made on this sector. Trade organizations are still inadequately influencing the formation of plans for the production of consumer goods and they frequently reconcile themselves to cases of curtailed output of essential consumer goods. Errors are made in determining demand for individual kinds of articles and there are interruptions in the sales of goods available in bases and warehouses. Other shortcomings have been noted in the organization of trade, public catering and consumer services.

The CPSU Central Committee and USSR Council of Ministers have made it incumbent upon party, soviet and economic organs, the USSR Ministry of Trade and Tsentrosoyuz to insure the further development and improvement of trade and public catering and to improve substantially the efficiency and quality of consumer services.

The decree contains a developed program of measures to eliminate existing shortcomings and further develop and improve trade on the basis of the introduction into the

sector of the achievements of scientific and technical progress, broad development of rationalization work, and improvements in the training of trade personnel and increasing the demands made of them in order to enhance economic efficiency and work quality in all elements of trade and to raise the efficiency and level of consumer services.

Along with the five-year plan targets to develop the network of stores, dining rooms, warehouses and cold-storage depots and other trade facilities, special attention was drawn to the implementation of a comprehensive intersector program to rationalize trade so as to make the most efficient use of the material technical basis already available.

The task was set of developing and carrying out in each oblast and kray, each autonomous and union republic, and also in individual cities, comprehensive intersector programs to rationalize state and cooperative trade. Cooperative enterprises and organizations have gained much interesting experience in rationalizing trade on the basis of reconstruction, the more efficient use of trade areas, and technical retooling. This experience should be further developed. Management should be improved through scientific and technical progress, a management system must be created for rationalization work, and a unified technical policy in trade should be pursued. It should be said that on this scale, this work is being done in the sector for the first time.

The decree set the task of insuring at existing enterprises the marketing of a growing number of goods, using the same or fewer numbers of workers. This can be done only by means of better organization of the trade-technologic processes and the acceleration of scientific and technical progress in the sector.

The same end is served by measures for the extensive introduction of progressive technology for the supply of goods with the use of special containers. Practical work by enterprises of state and cooperative trade in the Ukrainian and Lithuanian union republics and other republics in the use of special containers has confirmed the substantial economic effect derived from the shipment, storage and marketing of goods using special containers.

In this connection, container production is to be increased and a procedure worked out for the reception of goods delivered in containers; it must be determined where, for whom and in what proportions material responsibility should be allotted for the timely return of or loss of or damage to containers. Bookkeeping procedures and costs to trade and industrial enterprises in the amortization of containers must be determined and certain other questions must also be resolved.

Great significance will attach to implementation of the 1982-1985 intersector comprehensive program envisaged by the decree for the mechanization of labor and the introduction of progressive technology in goods supply to the wholesale and retail trade and to industry in the cities of Moscow, Penza, Lipetsk, Voroshilovgrad, Simferopol, Yalta, Gomel', Samarkand, Rustavi, Bel'tsy, Daugavpils, Kirovakan and others, and also in cities of the Lithuanian SSR and Chernigovskaya Oblast, in order to use the experience gained for the mass dissemination of a progressive system of trade supply during the 12th Five-Year Plan.

According to a preliminary calculation, the expected savings from the introduction of this program will amount to about R80 million annually, including in industry more than R54 million, in transportation R9 million, and in trade R16 million. The relative contraction of the labor force will be 55,000 persons, including 7,000 in industry, 6,000 in transportation and 42,000 in trade.

The USSR Ministry of the Food Industry and other ministries have been entrusted with the task of setting for subordinate enterprises and associations, starting in 1982, targets for the delivery to trade enterprises of ready-weighed foodstuffs in container packaging. Interested USSR ministries and administrations, and also the union republic councils of ministers, are to draw up proposals linked to the food program for increasing the production and marketing of foodstuffs in small packages and packaging, and also individual foodstuffs in packaged form, both during the current five-year plan and during the period through 1990.

In recent years, in a number of trade organizations dispatcher services have been successfully introduced. By improving the organization of goods supply to the retail enterprises they provide an opportunity for concentrating attention on work to provide customer services directly in the store itself.

The USSR Ministry of Trade and Tsentsosoyuz have been entrusted with the task of drawing up and implementing measures to disseminate positive experience in setting up these services with an operational control system for goods supply, equipped with computers and up-to-date means of communications.

Measures are also envisaged to improve trade in goods on commission with nonfoodstuff goods, mail order and kolkhoze trade, and the pickup of glass containers from consumers, and to improve the work of sections and administrations for worker supply and transportation organizations serving the trade and public catering enterprises.

The union republic councils of ministers have been entrusted with the task of providing during the 1982-1985 period rational delimitation zones for the activity of trade organizations of various administrative subordinations, and of eliminating duplication in their work.

The decree gives much attention to the development of public catering, including in rural localities. In 1980 the cooperative enterprises of public catering marketed 30 percent more of their own products than in 1975, while during the same period retail trade turnover increased 23 percent. Processing of semifinished, culinary and confectionery goods and of beverages increased by a factor of 1.3-1.5. At the same time, in cooperative trade, enterprise turnover in public catering amounts only to 11 percent of all foodstuffs sales, while for state trade the figure is 23 percent.

The task has been set of insuring preferential development rates for public catering, improving the provision of hot meals for workers, kolkhoz farmers, employees and students at their place of work or study, substantially improving the quality of food and service, actively introducing industrial technology for the preparation of food, and expanding the production of ready-to-eat dishes, semifinished, culinary and confectionery goods both in industry and at specialized public catering enterprises (pre-prepared catering) and insuring their comprehensive delivery to dining rooms and food stores.

In order to improve supply to enterprises under construction or reconstruction and existing enterprises belonging to kolkhozes and sovkhoses, the USSR State Committee for Supply of Production Equipment for Agriculture has been entrusted with the task of providing them with refrigeration, trade, technological and other equipment and furniture and materials.

The cooperative organizations have been entrusted with the task of supplying these dining rooms with dishes and stock-in-trade, and also of repairing their equipment on a contract basis with kolkhozes and sovkhoses. The USSR State Committee for Supply of Production Equipment for Agriculture and Tsentsosyuz and their local organizations will receive appropriate funding for this.

The introduction and further development of industrial methods in food preparation requires the buildup of production capacities for preparing various kinds of fast-food goods. This task cannot be solved without the extensive involvement of industrial ministries engaged in the production of foodstuffs. It is known that time spent on the production of, for example, meat and fish pre-prepared products in industry is 1.5 to 2 times lower than at pre-prepared food enterprises in trade. Meanwhile, the ratio of pre-prepared meat products in industrial production does not exceed 31 percent, which is obviously inadequate.

The USSR Ministry of the Meat and Dairy Industry and other ministries have been entrusted with the task of insuring maximum utilization of available production capacities and further building up capacities for the processing of meat and fish pre-prepared products, products made from potatoes, and quick-frozen pre-prepared dishes and other pre-prepared foodstuffs in order to satisfy more completely demand for these products from public catering enterprises and food stores.

Similar tasks have been entrusted to the union republic councils of ministers, the USSR Ministry of the Fruit and Vegetable Industry, the USSR Ministry of Agriculture and the USSR Ministry of Trade regarding the production of peeled potatoes and vegetables and other kinds of pre-prepared foodstuffs. It has been proposed that the union republic councils of ministers engage more extensively in the construction of pre-prepared food enterprises to produce ready-to-eat dishes, pre-prepared food and culinary and confectionery goods (using for this purpose a 5-percent deduction from the funds allocated for housing construction).

It is intended to continue the development of public catering enterprises at production enterprises and at higher and secondary specialized educational establishments, schools, and vocational and technical schools, and also of the public network of public catering enterprises. Five-year targets have also been set for the development of a network of stores and departments in dining rooms for the sale of pre-prepared food and culinary and confectionery goods.

A number of measures have been outlined for improvements in passenger trade services in all kinds of transportation.

Taking into account the lagging in the development of the network of special-diet dining rooms, the union republic and autonomous oblast councils of ministers and local soviets of people's deputies have been entrusted with the task of organizing special-diet meals in dining rooms at production enterprises and in establishments and training establishments, and in the public network of public catering, having in view the maximum satisfaction of consumer needs for these meals.

In order to improve service standards and the provision of table ware and dishes, table linen, furniture and equipment, public catering enterprises and organizations have been permitted to retain a 1.5-percent mark-up in the prices of their output. These funds can be used also for the reconstruction and expansion of existing public catering enterprises. The total figure for these deduction in enterprises in state and cooperative trade amounts to about R58 million annually.

Improvement in trade services depends largely on the level of work in the wholesale wing. In order to further improve wholesale trade and enhance its responsibility for providing goods for retail trade, measures are to be worked out and implemented to raise the level of commercial activities by wholesale organizations and enterprises, improve trade-technological processes, make more complete use of warehousing, insure uninterrupted and rhythmic supplies of goods for stores, and offer stores additional services.

Much can and must be done by the wholesale bases of cooperative trade. A considerable proportion of goods reach cooperative trade from industrial enterprises in accordance with direct contracts, bypassing the the wholesale bases of the union republic ministries of trade. In most of the union republics light industry articles produced locally, and also part of cultural and everyday and domestic goods are passed directly to the cooperative wholesale bases. In the RSFSR about 50 percent of market stocks of sewn and knitted articles and footwear is delivered to cooperative trade under direct contracts; in the Ukrainian SSR this applies to all sewn articles, 60 percent of knitted articles and more than 70 percent of leather footwear; in the Kazakh SSR the figures are 73 percent of sewn articles, 80 percent of knitted articles and about 50 percent of leather footwear. General success in this business depends largely on how storage and sorting of these goods is organized, and on whether good conditions are created for workers in stores to examine the goods, and on how rapidly these goods can be delivered to sale to the consumer.

Local party and soviet organs and USSR ministries and administrations whose enterprises handle consumer goods, and the USSR Ministry of Trade and Tsentrosoyuz have been entrusted with the task of insuring proper control over the fulfillment of plans for the production and delivery of goods into the trade network in accordance with contracts concluded. Complete fulfillment of plans within the set time periods for the production and delivery of goods largely determines the successful operation of trade enterprises providing consumer services. It should be stressed that workers in cooperative trade should not only express but also actively defend the interests of rural buyers, and hence the interests of society and of the state.

A good example is being set by the collective of the Riga wholesale office of the Latvian Potrebsoyuz, where the practice of cooperation agreements with industrial enterprises is extensive. This form of business contact creates a real opportunity for operational decisions of all questions associated with the output of goods for the rural consumer, such as agreeing fashions, models and varieties of articles, which in the final analysis also serves to safeguard the interests of rural workers and makes it possible to satisfy their demand for goods.

At the same time, when it is necessary to influence remiss suppliers of goods, full use should be made of the rights afforded to enterprises and organizations in cooperative trade by the new decree on the delivery of goods.

Each year, considerable stocks of so-called lines of goods not selling well are formed in trade. In 1981, goods of this kind worth about R1.3 billion were found at enterprises of state and cooperative trade, according to USSR Central Statistical Administration figures. About half of them were at cooperative trade enterprises. They included clothing and underwear, knitted articles, footwear and haberdashery goods, that is, goods that are needed by rural workers but cannot be sold without substantial price reductions because of violations of contractual obligations by industrial enterprises and low exactingness by workers at wholesale bases and in stores, resulting in articles whose range and quality do not meet requirements. The losses here are obvious--raw materials and labor are wasted and consumers are deprived of the opportunity of acquiring what they need.

It would, however, be incorrect to reduce the matter to shortcomings in the work of the industrial enterprises engaged in producing consumer goods. The overstocking, formation of above-standard stocks at enterprises and the great differences in the sizes of stocks of the same articles in republics that are about the same in terms of working conditions result also from imperfections in the organization of work to study consumer demand. The numbers of consumer demand services at a number of organizations and enterprises are small and are not staffed with specialists; in their activity they have little recourse to scientific recommendations. Questions of organizing studies of demand in industry are being resolved slowly and the essential interaction between demand services in trade and industry is not insured in the drawing up of proposals for goods production.

The decree stresses the need to strengthen organizational work to seek out and mobilize reserves to increase the output of consumer goods in demand at industrial enterprises, in the consumer cooperatives and at kolkhozes and sovkhoses, and to make more complete use of local raw materials and production wastes and strive consistently to improve the quality and range of consumer goods delivered for sale.

The following figures indicate the possibilities for the consumer cooperatives in the matter of seeking out additional commercial resources. During the 11th Five-Year Plan a sum totaling more than R70 billion will move into goods turnover through purchases of agricultural products, the production of goods at cooperative enterprises and the use of other sources.

The cooperatives in the Uzbek SSR, Krasnodarskiy Kray and Belgorodskaya Oblast are engaged in active and fruitful work to increase meat reserves. Cooperative organizations in the Transcarpathians have organized the production of various sewn articles, domestic goods and souvenir articles, making extensive use of local raw materials for this. It is difficult to overestimate the significance of this work. One major stimulus for these developments by the cooperative organizations is the distribution to the organizations and enterprises of the consumer cooperatives of price fixing for nonfoodstuff goods enjoying increased consumer demand and whose production is unprofitable or has low profitability at present state retail prices.

Cooperative enterprises will be able to significantly expand the output of goods much needed by rural consumers, such as spades, rakes, axe handles, earthenware and many other articles made from wood, clay and other local raw materials which are now imported from distant places because it is unprofitable to produce them locally.

Provision is made in the decree for a complex of measures aimed at the efficient and full use of capitalist investments allocated for the development of the material-technical base for trade. Here, special attention has been given to the better use of the 5-percent deductions from funds assigned for housing construction and earmarked for the production of trade facilities. Suffice it to say that during the 10th Five-Year Plan these deductions amounted to R700 million.

In order to carry out the construction, reconstruction and expansion of refrigeration facilities, warehouses, repositories, retail trade and public catering enterprises, subsidiary livestock farming, pre-prepared food enterprises, shops for weighing foodstuffs, repair and installation combines and certain other trade facilities, and also to introduce means of automation and mechanization, set up equipment and assembly-and-knockdown warehouses and carry out other work, permission has been given for the USSR Srobybank and USSR Gosbank, as an exception, to offer during the 1982-1985 period credit for up to 2 years while measures are being implemented and with repayments over 3 years from the time measures are completed. This is an expansion of the rights of trade organizations and enterprises compared with existing credit conditions.

Despite the work that has been done there are still many facts that indicate shortcomings in the siting of stores and dining rooms, warehouses, refrigeration facilities and repositories, which is leading to interruptions in the marketing of goods and overstocking, creating difficulties for consumers, particularly those living in remote places, in acquiring goods, and causing additional expense in deliveries and leading to other losses. During the five-year plan corrections should be made to the schemes for the development and siting of these enterprises, proceeding from the need for a more rational siting of commodity stores, improved efficiency in capital investments and improvement in the consumer trade services.

The development of trade depends largely on the various kinds of equipment with which it is supplied and the matching of this equipment with current requirements. It is envisaged that during the period 1982-1985 technologic equipment and spares worth R1.6 billion will be manufactured and delivered to the enterprises and organizations of state and cooperative trade. The cooperative industrial enterprises will also make their contribution to this by producing equipment worth R10.8 million during this period.

In order to insure the long-term, complete equipping of trade with up-to-date equipment and machinery proposals will be drawn up during 1983 for the construction and commissioning during the 12th Five-Year Plan of enterprises that will produce equipment essential for the introduction of progressive technology for goods supplies to stores, the mechanization of warehouse operations and industrial technology for food processing. The appropriate ministries are being set targets for the production for trade of scales, cash registers, cleaning materials and table cutlery of enhanced mechanical strength, and of specialized motor transportation facilities.

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9642

CSO: 1827/103

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

ARMENIAN SSR COUNCIL OF MINISTERS RESOLVES TO IMPROVE PRODUCT STORAGE CONDITIONS

Yerevan KOMMUNIST in Russian 8 May 82 p 2

[Article (ARMENPRESS): "The System for Supplying the Population with Fruit, Vegetables and Potatoes Needs Improvement"]

[Text] The Armenian SSR Council of Ministers has discussed the need for the better provision of the population with fruit, vegetables and potatoes. It was noted that the ArSSR Ministry of the Fruit and Vegetable Industry had taken certain steps in this direction in 1981. The state purchased more fruit, vegetables and potatoes. In 1981, 77,500 tons of potatoes, 123,200 tons of vegetables and 32,000 tons of fruit and grapes were procured and sold to the urban population. These quantities were much greater than those envisaged in the plan. The trade in these products was improved and the number of specialized stores and trade centers increased.

Nevertheless, the council of ministers noted that there are still serious shortcomings in the organization of state purchases, sales and the long-term storage of fruit, vegetables and potatoes. The procurement organizations of the Ministry of the Fruit and Vegetable Industry have not concerned themselves enough with the conclusion and fulfillment of agreements, which has lowered contract discipline.

Farms in Gugarkskiy Rayon, Rayon imeni Kamo and Akhuryanskiy, Razdanskiy and Martuninskiy Rayons have completed only 10-50 percent of their fruit sale assignments each year. Plans for state vegetable purchases were underfulfilled in Masisskiy, Artashatskiy, Gugarkskiy and Tumanyanskiy Rayons and the Shaumyansk district of Yerevan, and eggplant purchase plans were underfulfilled by farms in Masisskiy, Echmiadzinskiy, Noyemberyanskiy and Kafanskiy Rayons. The progress of contract fulfillment was not discussed in ispolkoms of rayon soviets and the Ministry of Procurement did not maintain strict control in this area either.

The Ministry of the Fruit and Vegetable Industry, the Ministry of Agriculture, ispolkoms of rayon soviets of people's deputies and farm managers have not taken effective measures to ensure the provision of trade organizations with high-quality fruit, vegetables and potatoes and the more efficient local sorting of these products. There are serious shortcomings in the organization of storage and trade in Yerevan, Leninakan and Kirovakan. Insufficient supervision on the part of the Ministry of the Fruit and Vegetable Industry and the Ministry of Procurement has resulted in the nonfulfillment of the long-term storage plan, the violation of schedules and interruptions in the delivery of these products to the urban population. Little attention has been paid to the mechanization of

labor-intensive processes, particularly in materials handling operations. Modern computers are not being used in the procurement and sale of agricultural products, the work to increase the number of stores specializing in produce sales is not progressing satisfactorily, requirements regarding the provision of stores with modern trade equipment have not been met and the necessary attention is not being given to the organization of container transport.

Personnel hiring, placement and training in trade organizations are also less than satisfactory.

The decree adopted by the ArSSR Council of Ministers orders the Ministries of the Fruit and Vegetable Industry, Agriculture and Procurement and ispolkoms of rayon soviets of people's deputies to ensure the unconditional fulfillment of plans for state vegetable and potato purchases in the stipulated assortment and quantities and penalize the managers of farms which do not fulfill vegetable, potato and cucur-bit sowing plans.

The Ministry of the Fruit and Vegetable Industry must heighten the responsibility of the managers of procurement and trade organizations for the fulfillment of plan assignments regarding state purchases of fruit, vegetables and potatoes, take purposeful measures to increase the quantity of agricultural products transported directly from the field to the store, expand the network of procurement points, provide bases, offices and reception centers with the necessary equipment for the storage and sale of fruit, vegetables and potatoes in specialized stores and provide these stores with the necessary technological trade equipment and running water.

The Ministry of Procurement has been ordered to establish strict control over the fulfillment of agreements by farms and agricultural procurement organizations.

Before the beginning of the harvest season, the Ministry of the Fruit and Vegetable Industry and the State Committee for Material and Technical Supply must solve all problems connected with the provision of farms with packing and packaging materials to ensure the uninterrupted acceptance of agricultural products. Stores are prohibited from selling produce to the public in crates.

The ArSSR Gosplan, the State Committee for Material and Technical Supply, the Ministry of the Fruit and Vegetable Industry and the Ministry of Motor Transport must conduct a joint investigation and submit a proposal within the month to the ArSSR Council of Ministers on the introduction of container shipments of fruit, vegetables and potatoes.

In 1982 and 1983 the Ministry of the Fruit and Vegetable Industry, in conjunction with the Ministry of Agriculture and the republic Gosplan, must design modern centers for the acceptance of fruit, vegetables and potatoes and sorting, packaging and processing shops and must envisage the construction of these facilities in plans.

From 1982 on, plans for the long-term storage of agricultural products will be drafted separately for each rayon, and the indicator of long-term storage plan fulfillment will be taken into account from now on in the agricultural performance evaluations of rayons and farms.

The Yerevan branch of the Transcaucasian Railroad and the Armenian Civil Aviation Administration must turn the necessary quantities of railroad cars and airplanes over to the ArSSR Ministry of the Fruit and Vegetable Industry for the continuous transport of agricultural products to the republic's industrial centers.

8588

CSO: 1827/115

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

RETAIL COMMODITY TURNOVER STATISTICS FOR FIRST QUARTER OF 1982

Moscow SOVETSKAYA TORGOVLYA in Russian 22 Apr 82 p 2

[Article by Yu. Gryzanov, economic correspondent: "The First Quarter: Results and Objectives"]

[Text] According to the USSR Central Statistical Administration, commodity turnover in state and cooperative trade in the first quarter of 1982 was equivalent to 71.09 billion rubles, including a turnover of 19.13 billion in the consumer cooperative network.

Besides this, consumer cooperative organizations sold 589 million rubles' worth of agricultural products purchased on commission and in line with advance agreements.

The plan for the first quarter was fulfilled by 99.8 percent. Retail commodity turnover in the first quarter of 1982 was 1.1 percent greater, measured in comparable prices, than the turnover of the first quarter of 1981.

The plan for retail commodity turnover in state and cooperative trade was overfulfilled by 108 million rubles in March. This did not compensate for the January and February lag, however, and the quarterly plan was underfulfilled by 140 million rubles, or by 990 million if the additional assignment is taken into account.

It must be said that the situation involving the fulfillment of the retail commodity turnover plan was corrected to a considerable degree wherever the efforts of trade enterprise collectives were mobilized for the better use of existing reserves. Delays in the fulfillment of the basic plan were completely eliminated in the Russian Federation and Lithuania and the situation improved in the Turkmen SSR. Trade workers in the Uzbek and Kirghiz SSR's fulfilled the plan for retail commodity turnover each month and finished the first quarter without any interruptions.

Trade organizations in the Azerbaijan, Estonian, Georgian, Latvian and Ukrainian union republics, on the other hand, fell even further behind in the fulfillment of quarterly assignments in March.

The public dining sector fulfilled the commodity turnover plan for the first quarter by 100.9 percent and the plan for the sale of its own products by 100.8 percent. The enterprises of this sector put out 3.9 percent more of their own products than

they did during the first quarter of last year. The plan for commodity turnover in the public dining sector was fulfilled successfully in all union republics, with the exception of the Moldavian SSR, where it was fulfilled only by 99.6 percent.

Public catering collectives in the Armenian SSR finished the first quarter with good results and an increase of 7.3 percent in sales of their own products. In the Kazakh SSR this indicator reached 6.7 percent.

Rates of development were insufficient in the public dining sector during the first quarter. They must be stepped up, according to the requirements of the decree of the CPSU Central Committee and USSR Council of Ministers "On Measures for the Further Development of Trade and the Provision of the Population with Better Trade Services in the 11th Five-Year Plan." The public dining sector will have to play a greater role in the satisfaction of public demand, and the development of this branch of trade must be stepped up. The urgent tasks facing specialists in this sector include the further improvement of the hot meals served to workers, kolkhoz members, employees and students in their place of employment or academic institution. The results of this work have been excellent in Uzbekistan. Dietetic meals must be served in more industrial enterprise cafeterias and academic institutions.

The successful completion of all assignments will require the further expansion of the network of cafeterias, lunchrooms and restaurants, the better use of existing production capacities and the widespread use of industrial technology for the preparation of meals, based on the development of the centralized production of semi-prepared foods. Special culinary factories must be built--some of them through the efforts and means of production enterprises. The output of semiprepared foods must be augmented at large public dining enterprises and in specialty shops. Enterprises of the food industry should also strive for a larger output of semiprepared meals.

The enlargement of subsidiary farms and the further development of hog farming continued during the first quarter. These sources of food will improve the public supply of the necessary products. There are many places where these important matters are settled in a businesslike manner and where the experience that has been accumulated is worthy of investigation and publicity. Trade organizations in the RSFSR and the Uzbek, Belorussian and Ukrainian SSR's, for example, have been quite successful in the organization of hog farming.

The situation with regard to the fulfillment of the retail commodity turnover plan in the first quarter requires that sales of goods be stimulated everywhere, particularly in the case of those whose sales have recently slowed down while above-normal stocks have grown. This applies above all to some types of sewn garments, wool scarves, rugs, furniture and jewelry. The network of enterprises trading in some of these items must be enlarged, credit sales of these goods should be organized and active forms of trade should be employed. Active advertising, sales exhibits and other organizational measures should be part of the practice of each trade collective.

Given the present state of the market, the work of demand analysis services must be improved, industry must be kept informed of changes in customer preferences and production programs must be adjusted correctly and efficiently.

The delivery of goods by industrial enterprises in accordance with assignments must be placed under the special control of trade organizations, especially wholesale organizations. It must be said that not all trade workers are demanding or exacting enough in their dealings with suppliers.

Enterprises of light industry failed to provide trade organizations with large quantities of commodities needed by the population in this past quarter: the undelivered goods included 56 million rubles' worth of wool fabric, 25 million rubles' worth of silk fabric, 167 million rubles' worth of sewn garments and 59 million rubles' worth of knitwear. Most of the shortages were the fault of enterprises of the RSFSR Ministry of the Textile Industry and the light industry ministries of the RSFSR, the Ukraine, Azerbaijan and Georgia.

Enterprises of the USSR Ministry of the Food Industry, the USSR Ministry of the Meat and Dairy Industry and several other ministries also neglected to honor their contractual obligations to ship certain goods.

The public demand for spring and summer items always rises at this time of year. This factor must be used to the fullest advantage for the augmentation of commodity turnover. This is why the trade in seasonal goods must be expanded throughout the country and the widespread sale of these goods at spring fairs must be organized.

When the seasonal network is being developed, the expansion of trade at existing enterprises must be accomplished without any increase in the number of workers. The only solution is a considerable rise in labor productivity, the active incorporation of progressive forms and methods of trade and the further development of self-service trade.

The timely completion of the trade network is an important condition for the development of retail commodity turnover and the fulfillment of the plan. In many union republics, however, funds allocated for this purpose were underutilized to a considerable extent during the first quarter. This particularly applies to the main source of funds for the construction of a network of public dining enterprises and stores--the 5-percent deductions from capital investments for housing construction. In a number of union republics these funds are being used quite unsatisfactorily. During the first quarter only 2 percent of the annual maximum was spent in the Georgian SSR. Only 6-8 percent of the funds were used in the Tajik, Latvian, Kazakh and Estonian SSR's. The trade ministries of these union republics must take the necessary steps to speed up the construction of trade and public dining enterprises.

8588

CSO: 1827/115

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

YEAR'S TASKS FOR MEAT INDUSTRY REVIEWED

Moscow MYASNAYA INDUSTRIYA SSSR in Russian No 3, Mar 82 pp 2-4

[Editorial: "To Process Cattle and Poultry in 1982 in Good Time, With Good Quality and Without Losses"]

[Text] Implementing the decisions of the 26th CPSU Congress, labor collectives in the meat industry have focused their efforts on improving production efficiency and work quality. As a result, compared with 1980, in 1981 the production of meat, meat semifinished products, meat-and-vegetable canned goods and dried animal fodders was increased. Positive shifts have occurred in the use of raw materials and material resources. New standards and material normatives that provide for reduced consumption and losses of raw materials and semifinished and finished products have been worked out and introduced. Thanks to the more complete and more rational use of cattle, meat and meat products in 1981 meat reserves rose 432,000 tons. The output of products per ton of processed cattle increased, profitability was raised and prime costs lowered.

The production-technical base of the meat industry has been expanded. Production capacities have been commissioned for the processing of 462,000 tons per shift, cold-storage facilities for 22,000 tons and so forth. Existing meat combines have been commissioned in Shumikha, Kurganskaya Oblast, Priluki, Chernigovskaya Oblast, and Ternopol'. Cold-storage facilities have been commissioned at meat combines in Ussuriysk, Perm', Atyashevo and Tikhoretsk, and meat-processing plants in Severodvinsk and Ust'-Kut cities in Irkutskaya Oblast, and in Cheboksary.

Work has continued on further raising the technical level of production and introducing new equipment and leading technology, and scientific research work has been completed. About 200 new kinds of continuous-mechanized lines, automatic devices, and installations and automated systems have been introduced into production. They include automatic devices for sausage production, quick-freeze units, "Bogatyr" installations for stunning hogs, sets of equipment for brine curing of hides and purifying curing brines, lines for comprehensive processing of bones, sets of equipment for the production of ham products, systems for automatic regulation of water temperature in hot poultry-processing vats and so forth.

Many enterprises and production associations last year did much work to prepare for the season of mass reception and processing of cattle, poultry and rabbits. Enterprises of RSFSR Ministry of the Meat Industry belonging to the Stavropol',

Belgorod, Kuybyshev and Volgograd production associations, the Dnepropetrovsk and Donetsk associations in the Ukrainian SSR, the Panevezhis and Tauragskiy meat combines in the Lithuanian SSR, the Rakvere Meat Combine in the Estonian SSR and others have prepared for the season in an organized and quality manner. This has enabled them to achieve high indicators in raising production efficiency and work quality.

At the same time a number of enterprises of the ministries of the meat and dairy industry in the RSFSR, the Kazakh SSR, the Turkmen SSR, the Azerbaijan SSR and the Latvian SSR have not taken the necessary steps to organize the proper conditions for the reception and processing of cattle during the period of mass deliveries. At the Aktyubinsk Meat Combine in the Kazakh SSR, because of equipment breakdowns and the incomplete utilization of capacities for the production of dry animal fodders, nonfood raw materials have not been processed in good time and time periods for the preslaughter holding of cattle have been violated. At the Mary and Chardzhou meat combines in the Turkmen SSR, the Dushanbe and Kurgan-Tyubinsk meat combines in the Tajik SSR, and the Tobol'sk and Ishim meat combines of the Tyumen' Production Association of the RSFSR meat industry cases have been permitted where nonfood raw material has been thrown onto the garbage dump. At these enterprises conditions have not been created for the collection of blood for food and commercial purposes and sanitation-and-hygiene conditions have not been insured for production. Gross violations of the rules for the reception and processing of cattle have been permitted at the Novospasskiy Meat Combine belonging to the RSFSR Ministry of the Meat Industry Ul'yanovsk Production Association. At this enterprise base, cattle have been held in unsanitary conditions, with violations of feeding regimens and processing periods.

At some meat combines fat has not been removed from bones passed on for the production of dry animal fodder and glue; the collection of hide fat and meat and fat scraps obtained during the processing of hides has also not been organized. Inadequate technical equipment has caused losses of raw material and its irrational use at slaughtering points and at a number of enterprises.

The 1982 national economic plan provides for state purchases of 17.7 million tons live weight cattle and poultry, which is 10 percent more than actual purchases in 1981. The plan envisages substantial growth rates for purchases of cattle in the RSFSR, Ukrainian SSR, Belorussian SSR and Moldavian SSR.

As in past years, in the 1982 season the delivery of the greater part of cattle for state purchases--about 60 percent of the annual volume--is expected during the second half of the year, including for the Georgian SSR 64 percent, the Armenian SSR, Kazakh SSR and Estonian SSR 65 percent, and the Kirgiz SSR 76 percent.

The task for workers in the meat industry in 1982 is to process all cattle within restricted time periods, in an organized way and without losses, and to insure high technical and economic indicators for the work of the sector. For the timely and quality preparation by enterprises in the meat industry for the season of mass delivery and processing of cattle and poultry, and also for the purpose of insuring the fulfillment of plans and socialist pledges for the production of meat and meat products and the more efficient use of slaughter products by the ministries of the meat and dairy industry in the union republics it is essential to insure at

each enterprise the drawing up and implementation of concrete measures to prepare the production-technical base for the season of delivery and processing of cattle and poultry. Here, what should be borne in mind first and foremost is insuring fulfillment and overfulfillment of plans for the purchase of cattle and the production of meat and meat products within the product range set, enhancing the product quality, the complete and rational use of food raw materials to make food products and nonfood raw materials for the production of cattle feed for livestock farming, and increasing the yield per ton of processed raw material. Serious attention must be given to preparation for the season at the slaughter points, having provided for the creation at them of conditions for the full reception and storage of all slaughter products obtained from cattle processing. It is important to take steps to organize at reception enterprises the use of broths obtained during the production of meat products for food and animal feed.

A major program of repair work must be carried out at meat industry enterprises. Throughout the sector as a whole about 600 plants and cattle primary processing shops will be repaired, together with about 4,000 units of basic technologic equipment, 1,100 steam boilers and 327 cleaning installations.

Along with preparations for meat and fat production, much work must be done before the start of the season of mass cattle processing to create conditions for the uninterrupted operation of meat-processing plants and shops.

In 1982, during preparations by the meat industry for the season of mass cattle delivery and processing special attention must be given to the repair of refrigerators and refrigeration equipment. This year, cooling rooms and freezer rooms for meat and meat products with a daily productivity of 13,000 and 15,600 tons respectively must be repaired, along with refrigeration rooms for storing 400,000 tons of meat and 680 compressor shops. In 1981 individual enterprises prepared their refrigerators poorly for the work season and this hampered heat processing of meat. For example, at the Tokmak Meat Combine in the Kirgiz SSR, the Liyepaya Meat Combine in the Latvian SSR and the Kurgan and Groznyy meat combines in the RSFSR, because of poor quality preparation for the season, a number of substantial defects were found in the operation of refrigerators, together with infringements of existing instructions and of observance of conditions for cold processing of meat and products; and this led to above-norm meat losses. The transfer of existing refrigerators to intensive methods of cold processing of meat and meat products is proceeding slowly; unsatisfactory use is being made of the capacities of fast-freeze equipment; steps to reduce energy consumption through switching refrigeration systems to automatic operating conditions are ineffective.

The collegium of the USSR Ministry of the Meat and Dairy Industry has outlined measures for the timely preparation of the meat industry for the 1982 season of mass processing of cattle and poultry. Commissions should be set up in the republic ministries and at production associations and enterprises and these should be given the task of evaluating each enterprise in regard to readiness of the production-technical base for work in the season, and the necessary conditions should be created for the complete and rational utilization of all raw material delivered for processing.

During the first half of this year most enterprises, especially those engaged in meat and fats production, are working under capacity, which may lead to staff turnover. Effective steps must be taken to retain workers in leading professions during the period between seasons, and to organize in good time at vocational and technical schools and directly in production the training of qualified personnel in the numbers required to fulfill the production program. Together with the trade union organizations it is essential for each enterprise to confirm working conditions in the production sections, shops and plants, insuring two-shift work during the busiest period when cattle and poultry are delivered to enterprises in the industry.

In order to increase labor productivity growth and improve output quality, a high sanitary and technical standard must be insured for production, along with fulfillment of the requirements of labor safety and technical safety, and these measures must necessarily be taken into account in plans for the repair and reconstruction of shops and production sections. Much attention must be given to quality repair of bases for preslaughter holding of cattle, sanitation in abattoirs, vehicle washing and disinfection points, and the production laboratories of the Department of Industrial Veterinary Control.

On the basis of further development of direct links between industry enterprises and kolkhozes and sovkhoses, jointly with the union republic ministries of agriculture and ministries of procurement, organizational work must be undertaken aimed at improving cattle marketability and the unconditional fulfillment of contractual agreements. At each enterprise (or association) there must be strict observance of the norms established for the consumption of raw materials and the yield of finished product, and decisive steps must be taken to introduce waste-free technology into production.

In 1982 serious attention must be given to steps to process cattle for the needs of kolkhozes and sovkhoses and consumers and consumer cooperatives under conditions where raw materials are supplied by the customer. For this purpose, services should be organized at meat combines for the transportation of cattle and the finished product, cold storage of meat and meat products, and the production of sausage products, smoked foods and other products from raw materials supplied by customers. Fulfillment of the CPSU Central Committee and USSR Council of Ministers decree "On Strengthening Work To Save and Make Rational Use of Raw Materials, Fuel and Energy and Other Material Resources" should be under special control. It is necessary in all production sections to observe undeviatingly and strictly the demands of technological discipline and hygiene and sanitation rules, not to permit cases of issuing to consumers products that deviate from the standards and technical conditions, and to take steps in good time to exclude any possibility of issuing substandard products.

In implementing the decisions of the 26th CPSU Congress and the points and conclusions set forth in the speech of CPSU Central Committee general secretary comrade L.I. Brezhnev at the CPSU Central Committee November (1981) Plenum, and striving to mark with new labor successes the 60th anniversary of the formation of the USSR, collectives at the enterprises of the Moscow, Stavropol' and Krasnodar associations of the meat industry and the hide-skinning teams of the Dnepropetrovsk and Kiev meat combines have adopted socialist pledges for the ahead-of-schedule fulfillment of the 1982 plan and targets for the 11th Five-Year Plan, improving production

efficiency and work quality and rational utilization of raw materials and fuel and energy resources. The union republic ministries of the meat and dairy industry should broadly disseminate the experience and initiative of these collectives so that they become available to all workers, engineers, technicians and employees in the sector.

Workers in the meat industry will even more persistently improve production efficiency and work quality and will apply all their efforts, knowledge and experience to fulfillment of the plans and socialist pledges set for the second year of the five-year plan and thus make a worthy contribution to the realization of the party economic and social program adopted by the 26th CPSU Congress.

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9642

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

IMPROVEMENT IN SKIN, HIDE WORK IN UKRAINE

Kiev SIL'S'KI VISTI in Ukrainian 11 Mar 82 p 2

[Article by M. Volodymyrov, state inspector, republican state inspection for agricultural production and raw materials, USSR Ministry of Procurement: "This Fashionable Sheepskin"]

[Text] A continuously growing demand for popular consumption commodities, especially products made of leather and fur, requires that livestock-raising workers provide the light industry with high quality leather raw material and fur skins.

Recently in the republic's kolkhozes and sovkhoses the number of slaughter points and lots has increased and also special facilities for tanning and temporary storage of skin raw material.

On many farms new payment rates were introduced for cattle slaughter and skinning, and high quality production is rewarded by considerable premiums.

A stronger procurement organization control over correct animal skin storage and timely sale by kolkhozes and sovkhoses promoted an 11 percent increase of average yearly raw material purchases in the 10th Five-Year Plan.

Yet, regardless of the fact that, on the whole, the extent of farm procurement of leather and fur increased in the republic in the past 5-year plan, plans for the sale of this raw material to the state were not fulfilled in Voroshilovgradskaya, Dnepropetrovskaya, Donetskaya and a number of other oblasts.

Last year, for example, state procurement organizations received less leather raw material than expected, yet, at the same time, on farms of Kharkovskaya, Krymskaya, Kirovogradskaya, Dnepropetrovskaya oblasts there was a considerable surplus. Often rawhide preservation rules are violated.

On some farms of Krymskaya, Zaporozhskaya and Odesskaya oblasts rules for skinning and tanning are not adhered to, often receiving organizations obtained sheared and, therefore, poor quality sheepskin.

Why do these shortcomings occur?

First of all because optimal conditions for high quality hide tanning do not exist on all kolkhozes and sovkhoses.

Part of the blame for losses and especially hide spoilage belongs to procurement organizations of the consumer cooperative. A clear system of instructing cattle breeders in hide removal and primary treatment has not been set up everywhere.

According to the new payment rates, farms which realized at least 95 percent of leather and fur raw material to the consumer cooperative enterprises receive a monetary increase of 30 percent value of this production. Therefore, postponing delivery dates for hides and fur to the state causes losses for the suppliers.

Kolkhoz and sovkhos managers should remember about moral and material worker incentives at slaughter points and hide tanning shops. It is recommended that the sovkhos system of work pay and material stimulation be also used in kolkhozes. This means that workers employed in animal slaughter and hide preparation receive in addition to the established rate a monetary compensation of up to 50 percent value of realized hide. For timely sale of high quality raw material individuals responsible for prior raw material treatment and storage are paid premiums of 20 percent value of first and second rate hides and 30 percent of fur and partial fur skins.

Managers of consumer cooperative procurement organizations were also permitted to offer worker premiums for high quality production to those who work in raw material warehouses. Up to 50 percent of income received by the procurement enterprise for high grade raw material may be expended for this purpose.

The experience in mastering resources and improving rawhide quality accumulated by procurement organizations in Khersonskaya, Ternopol'skaya and Ivano-Frankovskaya oblasts showed that timely sale of high quality raw material can be arranged in kolkhozes and sovkhoses.

9443

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

INTEGRATED PROCESSES IN PRODUCTION, PROCESSING OF VEGETABLES

Kiev EKONOMIKA SOVETSKOY UKRAINY in Russian No 2, Feb 82 pp 26-31

[Article by N. Kuzubov, candidate of economic sciences]

[Text] The chief task of the 11th Five-Year Plan as pointed out in Basic Directions of Economic and Social Development of the USSR for 1981-1985 and for the Period to 1990 consists in ensuring the continuing growth of the well-being of the Soviet people on the basis of stable, progressive development of the national economy, acceleration of scientific-technical progress and conversion of the economy to an intensive path of development.

The present level of the material-technical base of socialist society and the precipitous development of scientific-technical progress have been responsible in recent years for acceleration of the processes of social division of labor and specialization of production in all sectors of the national economy, particularly in agriculture. The deepening of social division of labor and specialization of production is accompanied by the separation of a formerly single process into independent production operations and sectors. Thus, for example, many sectors of our country's economy directly or indirectly participate in the production of food products at the present time. Directly connected to agricultural production are such sectors of the national economy as the food industry, tractor and agricultural machine building, the chemical industry (its subdivisions for the production of mineral fertilizers and chemical weed and pest killers), transport, repair and technical services and the like.

A large number of sectors and the complexity of their intersectorial ties in combination with the tremendous scale of production create difficulties in management of the national economy, give rise to disproportions in the development of individual sectors and bring about slowing down of the growth rate of public production. In the elimination of the negative consequences of these phenomena, an important role is played by integrative processes, particularly processes of vertical integration. With their aid, it is possible to create conditions for the interrelated, coordinated development of sectors, which in the course of social division of labor become independent.

The 26th CPSU Congress set the task of ensuring unified planning and the proportional and balanced development of all sectors of the agroindustrial complex.

In the solution of this task, a major role belongs to formations specializing in the production and processing of certain types of products (that is, specialized complexes).

The composition of specialized agroindustrial complexes include as basic elements pertinent sectors of agricultural production and subdivisions engaged in the procurement, processing, storage and sale of products to the consumer. In the consideration of these complexes as objects of management, there may also be included scientific institutions engaged in breeding work for the development of new breeds of animals and new varieties of agricultural crops; those developing production technology and technical resources; those engaged in cadre training; enterprises and organizations for the production maintenance of a specific sector and auxiliary production facilities.

Material-technical supply, transport and construction should be singled out especially in this connection. Usually, these subdivisions of specialized complexes adapt themselves to the needs of a particular sector and become so specialized that they cannot be used in other sectors; for example, specialized transport for transporting livestock, refrigerated motorvans for transporting meat, fruits and vegetables. There is also to be seen specialization of construction organizations for the erection of production facilities of a certain type.

On the whole, the specialized complex should be understood as a combination of enterprises and organizations, sequentially completing stages of a basic production cycle (from the production of a raw material to the manufacture of a finished product from it), as well as enterprises and organizations whose activities are aimed at its preparation and servicing.

The belonging of these or those operational subdivisions to a specialized complex can be established as the result of study of production ties, making it possible to trace the path of the product's movement—from its production in agriculture to the receipt of products ready for use as food or utilized for the satisfaction of other needs of man.

Let us examine the production ties in a specialized complex on the example of the vegetable canning complex. Its basic part is the production of vegetables on open or covered soil. At the same time, the farmer's labor is preceded by work on breeding, seed growing and development of technologies of production and processing of vegetables. An important role also belongs to subdivisions engaged in their procurement, processing, storage and sale. In operational practice, independent enterprises are encountered rarely that are engaged in the most elementary processing of vegetables (salting, fermentation and the like) or in their storage. These processes are frequently performed by the enterprises and organizations engaged in the production, commercial processing or sale of vegetables; nonetheless their specific character makes it possible to consider them as independent channels for the passage of products, that is, as independent parts of the specialized complex.

Practically all the parts of the vegetable canning complex make use of the services of auxiliary and servicing sectors (material-technical supply,

construction, transport, crate production and the like) directly connected with basic production and constituting an inseparable part of the complex. Study of the structure of the vegetable canning complex of the republic was made difficult because of its departmental disconnection.

The production of vegetables in the Ukrainian SSR was concentrated until recently¹ in the kolkhozes of the UkSSR Ministry of Agriculture, in the sovkhoses of the republic Ministry of Sovkhoses and the UkSSR Ministry of Food Industry. These farms grow almost three-quarters of the total production of vegetables in the republic and about 25 percent of their production on private subsidiary farms of kolkhoz farmers, workers and employees.² Moreover, the share of the latter in the volume of vegetables procured for the republic is insignificant--only about 2 percent, while more than 98 percent of the vegetables are procured in the public sector.³

The processing of vegetables in the Ukrainian SSR is primarily done by vegetable canning plants of the republic Ministry of Food Industry. In 1979, this ministry's enterprises handled 53.9 percent of the republic's volume of production of vegetable and tomato canned goods, kolkhozes and sovkhos processing enterprises--21.7 percent, enterprises of the Ukrainian union of cooperatives--17.7 percent and vegetable canning enterprises of other ministries and departments--slightly more than 6 percent.

Gross production of vegetables in the Ukraine has already reached the needed level for satisfaction of the population's needs. But losses of produce in transportation, storage and sale remain significant, for which reason the state of affairs in vegetable growing still does not in full measure meet the requirements made on the sector by produce users. Nonetheless, a growing level of technical equipment of the sector and progressive forms of organization of its operation make it possible to significantly improve the supply of vegetables to the population.

L.I. Brezhnev's report at the July (1978) Plenum of the CPSU Central Committee emphasized that "it is possible to solve most successfully the problem of availability of potatoes and vegetables on the basis of the new organizational forms--cost-accounting associations, including specialized farms for the production of these products and enterprises for their storage and processing."

Analysis of the allocation of sowings of vegetable crops on the territory of the republic shows that there are regions where considerable volume of their production is concentrated. These regions, as a rule, are to be found in the zone of large administrative and industrial centers or processing enterprises. In Nikolayevskaya Oblast, for example, and in rayons of the suburban zone (Zhovtenvyi and Snigirevskiy) more than two-fifths of the gross crop of vegetables are produced for the oblast. In Voznesenskiy Rayon, where a vegetable canning plant operates, there are grown more than 10 percent of the oblast's production volume of vegetables. At the same time, the republic has rayons where fewer vegetables are produced than at individual specialized farms: in the same Nikolayevskaya Oblast, Yuzhnyi Sovkhoz in Zhovtnevyy Rayon harvests as many vegetables as all the farms of Berezanskiy, Bradiyevskiy, Yelanetskiy and Ochakovskiy rayons.

Thus, all administrative rayons of Ukrainian SSR can be broken down into three groups. Two of them have been well studied and described in the economic literature: these are rayons of suburban zones of large administrative and industrial centers and rayons located within the zone of processing enterprises. Frequently, these two zones coincide. The third group includes those rayons (as a rule, these are out of the way rayons) where there are no large users of vegetables.

In the rayons of each of these groups, integrated processes have their special features. It is true that in the suburban zones and in the zones of processing enterprises, they are large similar: thus, research on these rayons shows that the process of concentration of production is proceeding intensively in vegetable growing. In Zhovtnevyi Rayon of Nikolayevskaya Oblast, for example, the 6 specialized sovkhozes (out of 21) have to their credit about 90 percent of the production volume of vegetables for the rayon. But even farms with high concentration of vegetables frequently grow practically a full selection of vegetable crops, while the structure of their plantings differs little from that of the rayon as a whole.

As we know, the further rise of the level of concentration and specialization of production on vegetable growing farms is indissolubly connected with expansion of intrasectorial specialization, which consists of a reduction of the number of vegetable crops cultivated on one farm. Farms of Kiev's suburban zone can serve as an example of organization of specialized production of vegetables. Here two associations operate, one of which specializes in the production of milk and vegetable (Kiev) and the second in milk and potatoes (Darnitskoye). The Kiev association grows 98.4 percent of all the vegetables produced in the rayons of the suburban zones and the Darnitskoye association--97.8 percent of all the potatoes.

Of the 42 farms coming under the Kiev Association of Sovkhozes for Commercial Production of Milk and Vegetables, onions are grown only on 7, carrots--at 15, table beets--at 16 sovkhozes. On individual farms of Kiev's suburban zone, the chief sown area is occupied with 2-3 vegetable crops.

Thus the forming of specialized agrarian associations obviously should be considered as an important stage in the perfecting of production organization of vegetables in suburban zones and in zones of processing enterprises inasmuch as it provides the possibility, on the one hand, of each farm of the association carrying out highly specialized production of vegetables on the basis of improvement of intrasectorial specialization and, on the other, coordinating the production volume of vegetables on individual specialized farms while taking into account the need of fulfillment of production plans of vegetables in the entirety of the designated assortment by the given group of farms.

Broad possibilities for improving production organization of vegetables are opening up with the development of interfarm cooperation, particularly through the organization of interfarm crop rotations, which in essence constitutes an interfarm production formation. There can be cited as an example, the interfarm crop rotation created through the efforts of two neighboring kolkhozes in Slobodzeyvskiy Rayon of Moldavian SSR. Its total area comprises 2,100 ha, while

the average size of a field is 700 ha. Here tomatoes, green peas and winter wheat are grown.⁴ The large size of the field in crop rotation has made it possible for these farms completely to convert to an industrial technology of production of these forms of agricultural products. Interfarm vegetable crop rotations are also one possible form of organization of large specialized production of vegetables.

The large production size of vegetables on specialized farms makes it necessary to approach with special care the organization of their industrial processing--both in rayons of the zone of processing enterprises and also in rayons where the main bulk of vegetables is used in fresh form. The quality of 15-20 percent of the vegetable products grown in suburban rayons does not satisfy consumers' requirements, but it can be used for the making of high quality canned goods. Organization of industrial processing of vegetables in these zones should be considered as a prerequisite for the formation here of specialized agroindustrial complexes. The capacity of the vegetable canning enterprises of these agroindustrial complexes should be determined in such a way that after harvesting and sorting of the vegetables they would be able to perform the processing of their nonmarketable part. It is necessary to take into consideration the location of state vegetable canning plants operating in the suburban zones as well as the canning plants and shops of kolkhozes and sovkhozes.

A most important question is in what manner kolkhoz and sovkhoz processing enterprises and shops can be drawn in into the process of integration. A possible way lies in their conversion into interfarm enterprises so that all the kolkhozes and sovkhozes of the rayon (and in some cases--neighboring rayons as well) would have the possibility of having their vegetable products processed in them without the occurrence of losses. If several processing enterprises exist on the territory of an administrative rayon, an association of them can be formed in the rayon.

Our republic has accumulated a certain amount of experience in organization of vegetable processing at interfarm enterprises and associations. In Nikolayevskaya Oblast, for example, the Pervomayskiy and Sebinskiy interfarm canning plants are in operation. Two years after it had been converted to an interfarm basis, the latter increased (in comparison with the pertinent indicators of the previous two years) the average production volume of canned goods by 1.4-fold.

In 1975, the Konservvinprom Rayon Production Association was created in Nikopol'skiy Rayon of Dnepropetrovskaya Oblast and included three canning plants and a wine plant. The association also has storage facilities (with a total holding capacity of 2,000 tons), equipped with refrigeration units. It gets raw materials from all the kolkhozes in the rayon at purchasing prices and by the end of the year distributes the produced profit proportionally to the value of the raw materials turned over to it. Since the association's establishment, vegetable losses at the rayon's kolkhozes have been cut in two.

Creation of interfarm associations for processing of vegetables first of all makes it possible to use the capacities of kolkhoz and sovkhoz processing

enterprises. Furthermore, the possibility arises in this regard of specializing the processing enterprises for the production of a limited selection of canned vegetable products and also of semifinished products for further processing at larger vegetable canning plants. The inclusion in these associations of kolkhoz and sovkhos processing enterprises and state vegetable canning plants will contribute to the elimination of departmental separation in the organization of this production process.

Thus cooperation of processing enterprises, in addition to cooperation of agricultural production, is one of the characteristic traits of integration in the production and processing of vegetables.

The process of perfecting the organizational forms of production and processing of vegetables in the state sector has entered a qualitatively new phase--the phase of agroindustrial integration. Prior to the creation of the UkSSR Ministry of Fruit and Vegetable Industry, there functioned within the system of the Ministry of Food Industry a republic agroindustrial association of the canning industry--Ukrkonservprom. It contained three types of production associations: those consisting only of processing enterprises, those including vegetable growing farms in addition to the plants; those engaged in the production, processing and sale of vegetables. Associations of the third type are the most developed form of agroindustrial integration in the current period in vegetable canning production. They encompass as a single whole all the stages of the "vegetable conveyor"--from production of the product to its sale.

The work methods of one of the associations of this type--Odesskplodoovoshcheprom--attest to the high level of efficiency of such a form of organization of the "vegetable conveyor." It is sufficient to say that prior to the organization of the association, its subdivisions satisfied the requirements of Odessa's population in the amount of 58 percent, while in the three years of its existence this indicator reached 80 percent.⁵

At the present time, agroindustrial and agrarian-industrial-trade associations are being formed in the UkSSR Ministry of Fruit and Vegetable Industry on the basis of specialized vegetable-dairy trusts and associations of Ukrkonservprom and Glavplodoovoshchborg, that is, the integrating process is being further developed in this sector. The positive work methods of such agrarian-industrial-trade associations permit making the conclusion that the creation of the Ukrainian SSR Ministry of Fruit and Vegetable Industry will contribute to the improvement of supplies of vegetable products to the population of the republic and also to a reduction of their losses.

In the organization of agroindustrial formation, it is also necessary to ensure balance in the proportions of development of elements of the "vegetable conveyor." As shown by the work experience of Odesskplodoovoshcheprom, here (compared to other members) the production of vegetable is organized worse, as a result of which the association has been obliged to procure more than 40 percent of the total amount of vegetables sold, be it as fresh produce or destined for processing at kolkhozes and sovkhos not belonging to it. The association lacks sufficiently effective leverage for influencing these farms.

The associations existing and being in process of created within the system of the UkSSR Ministry of Fruit and Vegetable Industry essentially take in the suburban zones of the administrative and industrial centers and the zones of the processing enterprises, that is, the rayons of the first two groups. In rural rayons where there are no large users of vegetables (processing enterprises or cities), it is not at all necessary, as shown by experience, to grow marketable vegetables at every farm.

Broad possibilities for further expansion of specialization and concentration of production of vegetables are being opened up in rayons of the third group with its organization on the basis of interfarm enterprises. The idea of creation of specialized interfarm enterprises for the production of vegetables has been realized in particular in Khar'kovskaya Oblast. Here a plan for the organization of rayon (interrayon) enterprises for the production of vegetables (vegetable factories) has been developed and is being implemented. Land that is most suitable for growing of vegetable crops is being allocated for the vegetable factory being established through the efforts of all agricultural and other enterprises located on the territory of the administrative rayon (rayons).⁶

In their structure and functions, the "vegetable factories" are formations of the agroindustrial type; they may be considered as a promising basic form of organization of production and processing of vegetables in many rural rayons of our republic. Together with agroindustrial associations of suburban zones and zones of processing enterprises, agroindustrial formations of rural out of the way rayons over the long term will become the organizational basis of the republic specialized vegetable canning agroindustrial complex, its local production cells. On the whole, their functions will be similar: they will produce vegetables on open and glass-covered soil, take care of their transportation, storage, industrial processing and also sell the produce to the consumer.

At the same time, it should be emphasized that the capacities of the processing enterprises operating in zones of large administrative and industrial centers are primarily intended for the processing of that part of the vegetable produce which for one reason or other cannot be sold in fresh form. In the other case, there is observed an unjustified increase in the size of the raw-material zone. Vegetable canning complexes with predominantly industrial processing of vegetables must be established on the basis of large processing enterprises, which it would be advisable to locate in zones of small cities.

Vegetable canning complexes of all types should have subdivisions serving basic production: they include, first of all, transport organizations, because without them it would be impossible for all of the subdivisions of the complex to operate uninterruptedly and with precision. For the operational coordination of the work of all the subdivisions making up complexes, it is necessary to have a production control service.

Complexes of all three types may work in one field, while their number depends on the size of the population in the oblast and the location of processing

enterprises on its territory. Local production vegetable canning complexes together with oblast enterprises and organizations will make up the oblast specialized complex.

The function of the oblast vegetable canning complex must provide for the material-technical supply of rayon and interrayon complexes, supplying them with specialized technology, equipment, containers, seeds and the like.

A very important function of the republic vegetable canning complex will have to be the selection of promising directions for the development of equipment and technology of production and processing of vegetables. In addition to oblast specialized complexes, it will include enterprises and institutions of republic significance, including scientific-production associations developing proposals for improvement of technology of production.

FOOTNOTES

1. In the beginning of 1981, the Ministry of Fruit and Vegetable Industry was created in the UkSSR; it united under a single management the basic elements of the vegetable conveyor operating in the state sector of the republic. This ministry includes farms of the Main Administration of Vegetable and Dairy Sovkhozes of the UkSSR Ministry of Sovkhozes, vegetable canning enterprises and vegetable growing sovkhozes of the Main Administration of the Ukrainian Canning Industry of the Ukrainian SSR Ministry of Food Industry and the Main Administration of Fruit and Vegetable Trade of the UkSSR Ministry of Trade.
2. This was computed on the basis of data of the statistical yearbook "Narodne gospodarstvo Ukrayins'koyi RSR v 1979 rotsi" [National Economy of Ukrainian SSR in 1979]. Kiev, "Tekhnika", 1980, p 145.
3. See: ibidem, p 218.
4. See: Panchev, I., "The Production of Tomatoes in Interkolkhoz Crop Rotation," SEL'SKOYE KHOZYAYSTVO MOLDAVII, No 6, 1976, p 26.
5. See: Taranenko, A., "On the Path of Integration," SEL'SKAYA ZHIZN' of 11 November 1978.
6. See: Bondarenko, G., "Economics of the Vegetable Shop," SEL'SKAYA ZHIZN' of 13 January 1978.

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7697

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HOUSING AND PERSONAL SERVICES

PROGRESS IN TYUMEN' HOUSING, INFRASTRUCTURE HIGHLIGHTED

Gas Workers' Subsidiary Farms

Moscow SOVETSKAYA TORGOVLYA in Russian 16 Mar 82 p 3

[Article by V. Zhilyakova, personal correspondent (Tyumen'): "The Tyumen' Alternative"]

[Text] The subsidiary farm of the worker supply administration of the all-union Tyumen'gazprom Association now has 20,000 hogs, 3,500 cows, 130 horses, 500 sheep, 100,000 chickens and 3 hectares of hothouses.

The worker supply administration sent 2,000 tons of meat, 1,600 tons of milk, 5 million eggs and 450 tons of vegetables to worker cafeterias and stores in 1981.

The average milk yield per cow in 1981 was 3,700 liters. The average daily weight gain of hogs was 420 grams.

By the end of the 11th Five-Year Plan the administration hopes to have 6.3 times as many head of cattle, 3.3 times as many hogs, 6.6 times as many chickens and 10 times the hothouse area. This will increase meat deliveries 2.7-fold, milk deliveries 6-fold, vegetable deliveries 7-fold and egg deliveries 7.5-fold.

There are no more urban structures to be seen and the road is now bordered on both sides by dense pine forests. This road, incidentally, has played a perceptible role in the life of this rural community. Kiyeva is located between two cities--Tyumen' and the rayon center of Yalutorovskiy. It was a typical community with no future and its population took advantage of the road nearby to leave--some went to work in the cities and others left for good. Now, however, this road is bringing back the local population and many people who want to live and work in Kiyeva. The Gazovik Sovkhoz is located in Kiyeva.

The sovkhaz, which has been turned over to the Tyumen'gazprom Association, has another 5 years to grow. Allocations for the construction of its first section totaled 47 million rubles. The sum of 7 million was spent in 1981. But it is not just being built; it is already operating. Meat and milk from this sovkhaz are

being delivered to the gas workers' cafeterias. The Gazovik Sovkhoz is already fattening 1,200 head of cattle and has a horse-breeding farm for 50 mares and an apiary for 300 bee families.

The construction of a settlement for 6,000 people is planned (the community was previously populated by 110 people, 56 of whom were retired). More and more people are coming here. Even on our bus today there is a new settler--Yu. A. Chalkov. What made him come to Kiyeva? As soon as we arrived, there was no longer any reason to question his choice. After Sovkhoz Director A. G. Semenov had welcomed him, he gave him the keys to his new home and assigned a carpenter to work for him for the next 3 days, just in case something had to be repaired or redone to suit the taste of the new tenant.

Residential buildings are being put up in entire blocks or down the entire length of a street. Most of them are single-family dwellings with all of the conveniences. They have private farmsteads measuring 10-12 hundredths of a hectare, plowed in advance with sovkhos equipment. They have all of the necessary out-buildings for cows, hogs, chickens, hay and a motor vehicle or motorcycle. Incidentally, the development of the private farmsteads of Gazovik workers has been specified from the beginning in the general plan. They are allocated hayfields and are sold young livestock.

The Gazovik's first street was inhabited immediately, as soon as the homes were finished. Construction workers and livestock tenders were needed. The next street, with 26 homes, is being settled in a different way: It is ready, but the homes are still empty. This is where the sovkhos specialists will live.

The prospect of housing and a complete group of sociocultural and consumer services certainly appeals to people. The plans of the construction trust of the worker supply administration and the association for the next 5 years call for a palace of culture, a recreational center with a swimming pool, a school, a hospital and civic improvements. The roads within the settlement will be paved, and an asphalt plant is being erected near the Gazovik expressly for this purpose.

Much is being done to simplify the labor of livestock tenders. Clean and light modern facilities are being built for the maintenance of livestock. All processes here will be completely mechanized.

Obviously, now that all of the necessary conditions have been established, the people here are working with spirit, enthusiasm and initiative. Sovkhoz Director A. G. Semenov told us: "The Ministry of the Gas Industry is keeping us well supplied with equipment and resources. We have no problems with financing or material and technical supplies. The Gazovik is not being issued orders on the most trivial details. The plan contains only three basic indicators, and all other decisions are left to us. This fosters initiative and heightens proprietary feelings. All of our harvest indicators were already much higher in 1981 than they had been under any previous administrators. It is also a good thing that the Gazovik will be completely self-sufficient: from the production of its own fodder to the processing of its own products. We are already laying the foundations for milk and meat canning and smoking shops, before land improvement operations have even been completed. The Gazovik herd will consist of 6,000 head of cattle and 6,000 hogs. We will send some of our products to the North."

Plans also call for the construction of a sheepskin processing shop here. The sovkhos will have 3,000 romany sheep.

Pond-fish farming is also planned, and more smoking shops and drying facilities will be built near the ponds. The foundations for 12 hectares of hothouses will be laid in summer. Work has begun on the construction of a produce canning shop. Soon the gas industry workers will have their own koumiss from the horse-breeding farm.

This is how a rural community with no future became a quickly growing farm with excellent prospects.

The rural community of Kiyeva is located near Tyumen'. The gas is extracted in the wilds of Tyumenskaya Oblast, thousands of kilometers away. It is far away, there are no roads and the cold is fierce.... Nevertheless, even there, in the North, the Tyumen'gazprom worker supply administration is developing its own private farmsteads—and successfully. Nadym, for example, has the first, and as yet the largest, farm in West Siberia for 2,000 head. The transpolar gasmen also have their own sovkhos, the Labytnangskiy. It has a large poultry factory and a dairy farm.

Each worker supply section in the central cis-Ob' zone also has its own farm, and the ones in the settlements of Beloyarsk and Komsomol'sk even have processing shops, supplying stores with sausage, ham and salt pork. Soon another subsidiary farm, the largest in the North, will be established on the Novourengoyskiy Sovkhos. It will specialize in meat and dairy farming. It will have 1,000 cows and 6,000 hogs, and the foundations are being laid for hothouses. The plans even call for a herd of reindeer. After all, this will not only produce cheap and tasty meat, but also valuable skins. The Ministry of the Gas Industry has already allocated around 60 million rubles for the construction of the sovkhos.

The northern subsidiary farmsteads will make a substantial contribution to the gasmen's food supply. A few problems, however, will have to be solved. The main one is the fodder problem. A local supply is out of the question. Even in the central cis-Ob' zone, which is south of the transpolar region, they had trouble finding an area measuring less than a hundred hectares which could produce even a little grass, on the condition of little summer precipitation. But there is almost no time of little precipitation in this swampy area. Melting snows are still flooding the area in June, and by the beginning of September it is already winter.

All of the farms here can only exist on the condition that fodder is brought in from outside. In 1981, however, the worker supply administration received only 60 percent of the combination feeds it ordered. Planning agencies, ministries and departments should not temporize in this area, but should the collectives engaged in this new and noble work maximum support.

There is still no legal statute to define the status, rights and obligations of the subsidiary farmstead. There is still no economic or legal definition of the subsidiary farm of the enterprise or organization.

The worker supply administration is trying to find a way of solving the fodder problem in the North through its own efforts. The Gazovik Sovkhos could become the supply base, but it would have to double its farmland—bringing the figure up to 20,000 hectares. Local agencies have not authorized this as yet.

I have been in the north of Tyumenskaya Oblast several times and I have often noticed that there are almost always salads with green onions, fresh tomatoes and cucumbers and borscht with fresh dill and green parsley in the worker cafeterias in the gas works and in the urban cafeterias of Nadym and Urengoy.

All of this has been made possible by the many hothouses which almost every gasworks now has. During the current five-year plan the provision of gasmen with salad greens and hothouse vegetables will be treated as a comprehensive objective. The present 3 hectares of covered hothouses will be supplemented by another 20--in various parts of the oblast. Whereas now the hothouse vegetables are only available to gasmen in their communal dining facilities, by the end of the five-year plan there will be abundant supplies of these vegetables in the trade network.

The glass of fresh milk received daily by the children of gasmen in the kindergartens and schools of Beloyarsk and Nadym, the nutritious meals served in schools and cafeterias in Nadym and Urengoy and the well-balanced diet offered in all worker cafeterias, even the most remote ones, are graphic evidence of the successful operation of subsidiary farms. By the end of the five-year plan, all of the gasmen's settlements and cities without exception, even the rapidly growing city of Novyy Urengoy, will have abundant supplies of meat, milk and vegetables. One out of every three kilograms of food will be produced locally. This will be the Tyumen'gazprom worker supply administration's contribution to the fulfillment of the most important five-year-plan assignments.

An extraordinary map of the Tyumen' gas deposits hangs in the office of Nikolay Nikiforovich Guslistyy, the chief of the worker supply administration. It shows all of the deposits, fields and pumping stations. It also shows their neighbors, the subsidiary farms. Circles mark operating farms and dotted lines stand for those which are now being built. Each year there will be less dotted lines.

Although the development of subsidiary farms is something new in the oblast, it is already a widespread practice. The oblast recently turned over a few more farms to large sectorial main administrations--of oilmen, gasmen, geologists and builders. These main administrations are strong institutions with the necessary resources, equipment and potential. Why should they not become actively involved in the fulfillment of the food program? The experience of the Tyumen'gazprom worker supply administration, whose subsidiary farm has become the largest in West Siberia, testifies that this is completely feasible.

Trade-Union Committee Promotes Development

Moscow SOVETSKAYA TORGOVLYA in Russian 1 Apr 82 p 2

[Article by A. Morozov, chairman of the Yamalo-Nenetskiy Okrug Trade-Union Committee (Salekhard, Tyumenskaya Oblast): "We Work in the North"]

[Text] These words are spoken with pride by the people from my district. They are the ones who are developing the oil and gas deposits of northern Tyumenskaya Oblast and the Yamalo-Nenetskiy Autonomous Okrug and the ones who serve them.

This bleak region is coming to life before our very eyes. The cities of Novyy Urengoy, Nadym and Noyabr'sk have grown up and the Surgut-Urengoy Railroad has

been built. The intensive development of the material and technical base of trade in West Siberia was stipulated in the latest decree of the CPSU Central Committee and USSR Council of Ministers on measures for the further development of trade and the improvement of trade services for the population during the 11th Five-Year Plan.

The standards of service are known to depend largely on the progressive organization of trade and the establishment of optimal working conditions. When the operational efficiency of the retail network of the Salekhard municipal fish cooperative was being maximized, 42 enterprises were remodeled. Commodity turnover per square meter increased 300 rubles and labor productivity rose. After measures were taken for the efficient distribution of goods in large specialized stores, shopping became more convenient for the customer as well.

Efficiency was maximized in the retail trade association of industrial stores with the active participation of the trade-union committee. Trade-union activists wanted each enterprise to have central heating and sanitary facilities.

It is essential to consider each individual in the bleak northern zones and to provide people with excellent working, living and recreational conditions. No salary or northern wage differentials can keep a person here if he cannot expect to quickly find a place to live and a kindergarten for his children and if he has to drag heavy crates around a poorly equipped warehouse by hand.

Trade-union committees can only accomplish the construction of residential buildings and child care establishments and the mechanization of labor-intensive operations with the support and active assistance of economic and soviet organs. For example, district cooperative personnel build a thousand square meters of housing a year on the average. It is difficult work: All of the construction materials have to be shipped from hundreds and thousands of kilometers away. But another method of construction, the prefab method, proved effective in the North long ago. This method was developed by Tyumen' project planners. It envisages the shipment of whole structures, and not construction materials, to the North. But northern consumer cooperatives have not mastered this method yet, although the personnel of stores, warehouses and storage facilities and trade-union activists are constantly raising the topic for discussion at all meetings and conferences. It would make us happy if the RSFSR Union of Consumer Cooperatives could take an interest in this method and help in its incorporation.

The material and technical facilities of district trade, especially the warehouses, still leave much to be desired. The 11th Five-Year Plan specifies considerable allocations for their development and stipulates the structure of capital investments. Unfortunately, the use of the prefab construction method is not envisaged in any of the new plans and designs, but it could considerably speed up the construction of residences and production facilities, reduce losses and improve the working and living conditions of cooperative personnel.

All goods are delivered to the okrug during a short navigation season, when each hour counts. They are delivered to two main bases, in Salekhard and Labytnangsk, and are then transported along small rivers to inland areas. As a result of the insufficient mechanization of these bases, ships stand waiting to be unloaded

for half the season. It is true that efficiency experts are trying to find solutions to this problem, but all of their ideas have only been partial solutions.

There is one other pressing problem. We are allotted a standard 60-65 trips to health resorts a year. This certainly does not cover our needs. The time has obviously come to revise the standard. The northerners have earned this. After all, restful vacations result in productive labor.

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